



OUTSMART

Out Of Home Reports Highest Ever Annual Revenue of £1.44bn In 2025.

Outsmart, the trade body for the Out of Home (OOH) advertising industry has announced that OOH revenue for year-end 2025 saw growth of +2.6% year-on-year with total revenues of £1.44bn, the highest ever. Given the challenging macro-economic backdrop, this is a strong result.

The figures, collated by PwC, show Digital Out of Home (DOOH) grew +3.2% and Classic Out of Home was up +1,3%. DOOH's share of annual revenue is 67%.

Growth in the second half of the year (3.8% YoY) is stronger than the first half (1.2% YoY) and bodes well for a healthy 2026.

Q4 2025 is also positive with +3.3% growth in overall revenues to £404.8m (vs. £391.7m in Q4 2024). DOOH grew by +4.8% YoY and Classic grew at +0.3% YoY. DOOH's Q4 share is 69%.

Justin Cochrane, Chair of Outsmart comments, "Despite the wider economic headwinds, 2025 shows that brands continue to invest in Out of Home because it offers unrivalled reach and delivers trailblazing creative opportunity and effectiveness".

Dan Bunyan, Partner at PwC UK, comments, "OOH has continued to prove its value to brands despite the challenging macroeconomic backdrop and disruption from new AI models. The industry has seen positive growth in H2 2025, a good sign for 2026. Continued investment in digitisation and programmatic capabilities should underpin growth moving forward."

Visit the [Outsmart website](#) to download a detailed breakdown of OOH revenue figures.

Note to editors:

About Outsmart:

Outsmart is the UK trade body for the Out of Home (OOH) industry. We collaborate with all parts of the industry to provide a central reference point for our members, aiming to protect and advance their relationships with the advertising community, the public and national and local government.

About PwC

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